LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Parliament
Lights
The means to our end.
There's really nothing to it.
A quarter-inch of nothing at the end of our cigarette.
It keeps your lips from touching the tar that builds up on the filter.
Flush filters can't do that.
That's why Parliament Lights are so tastefully light.
Which means that, in the end, a little nothing is something special.
Parliament
Only Parliament Lights has the famous recessed filter.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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